

FIG. 1

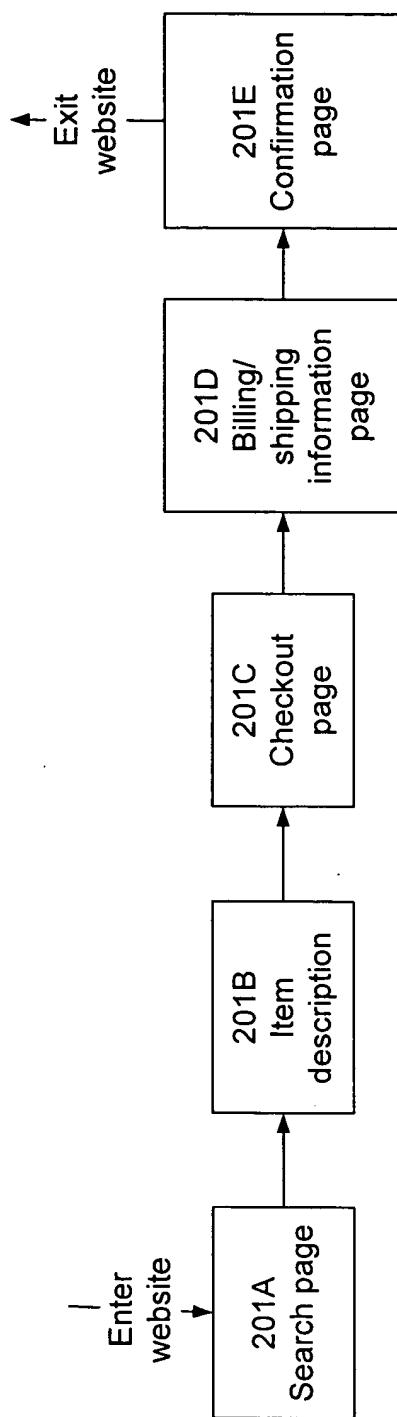
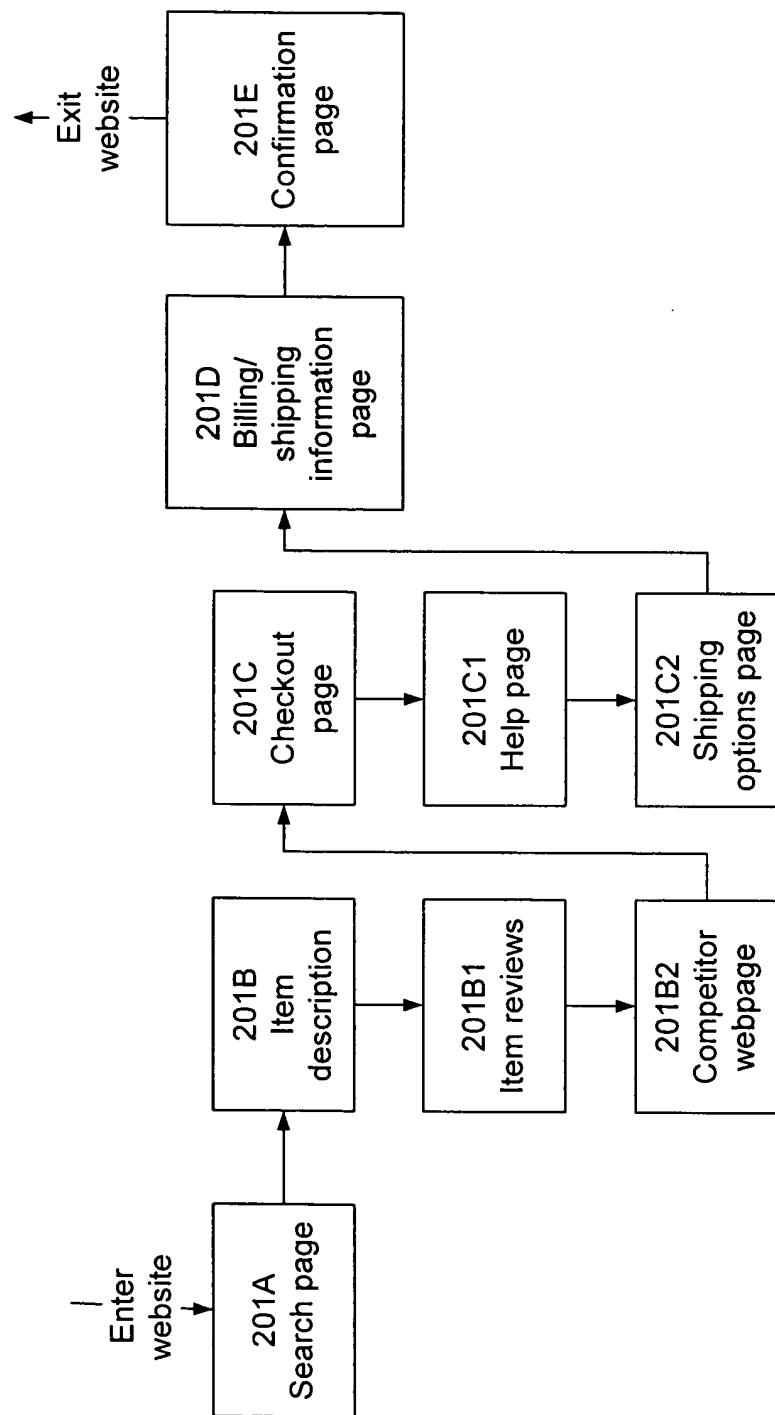


FIG. 2



**FIG. 3**

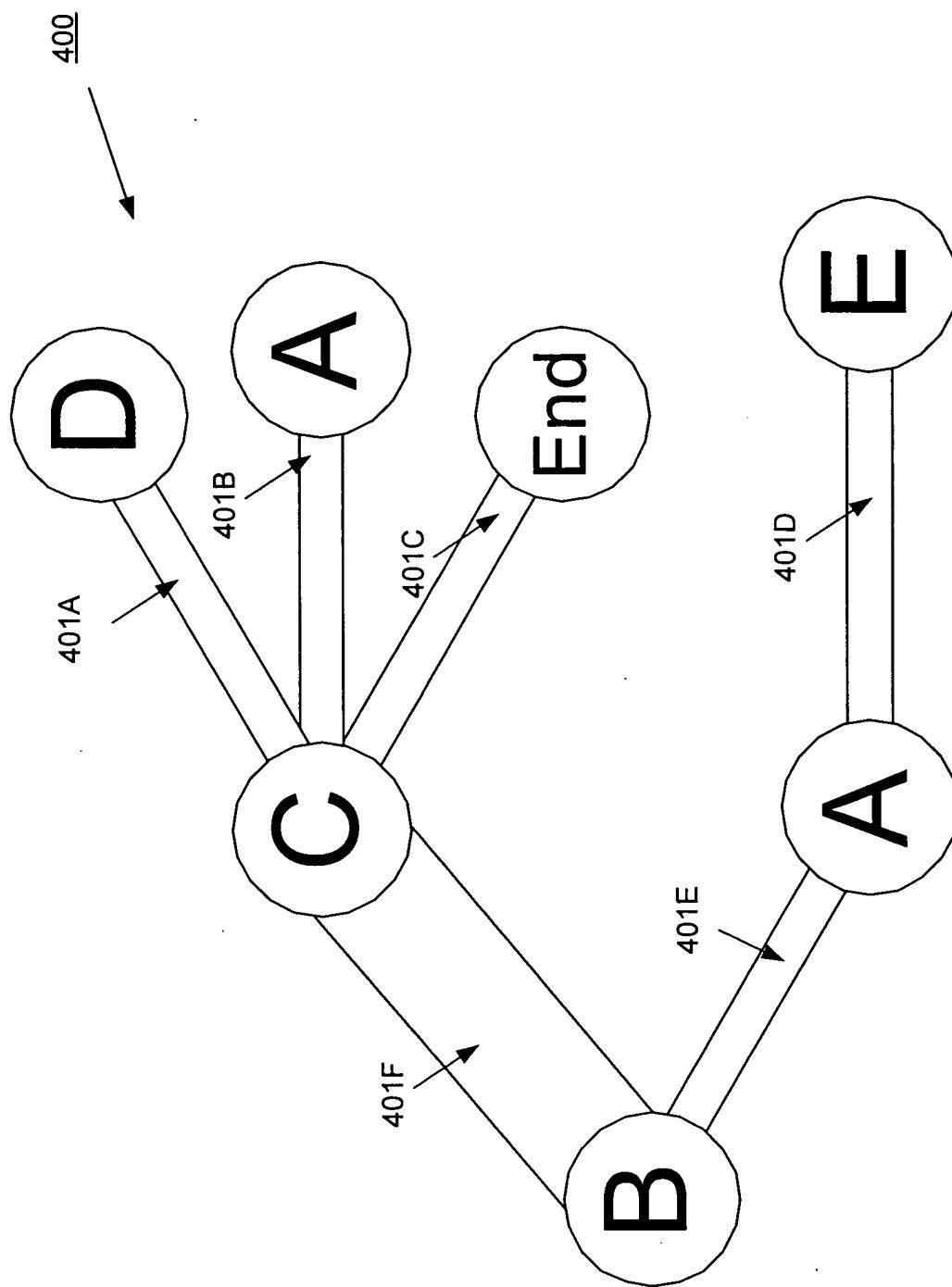


FIG. 4

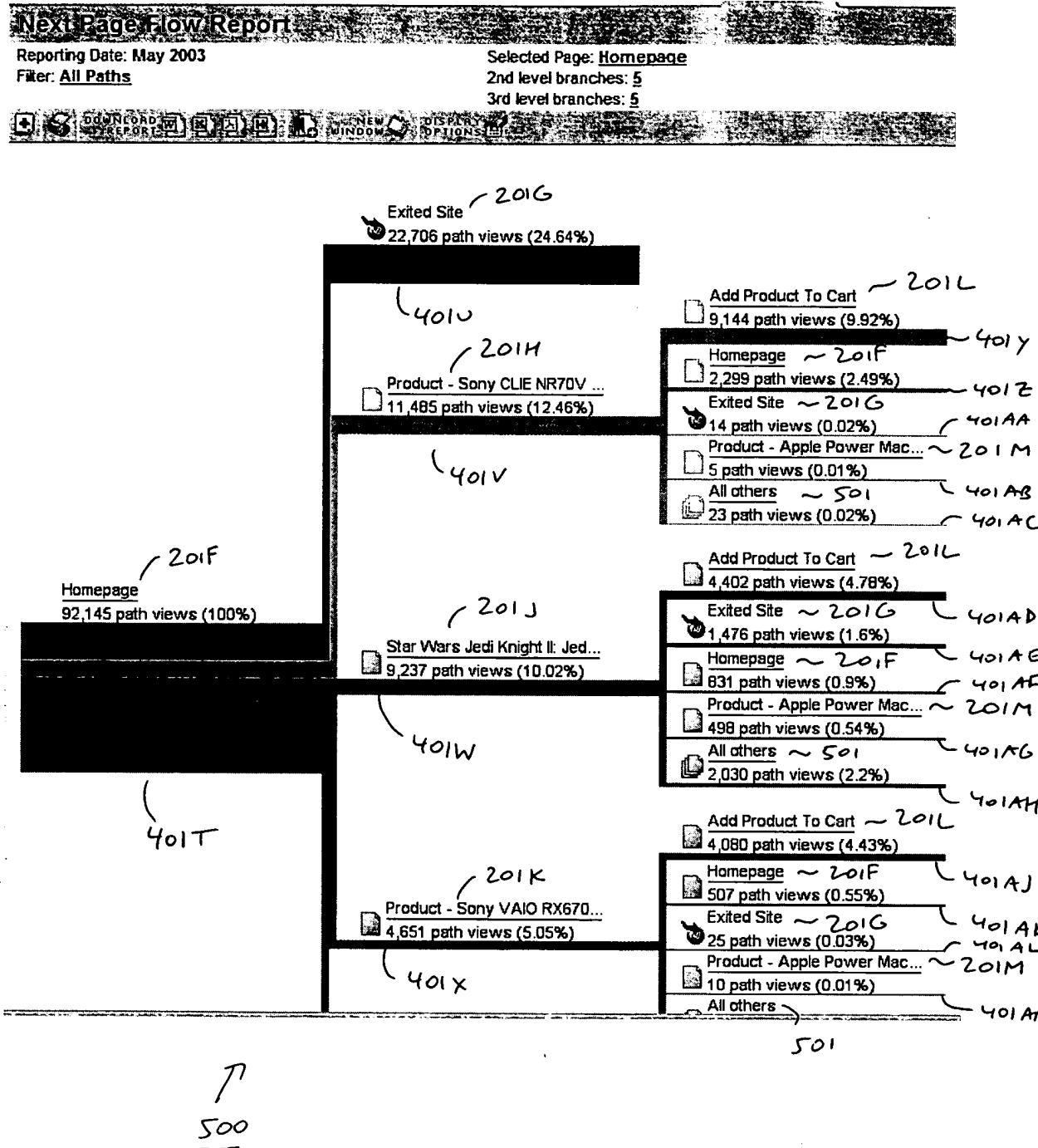
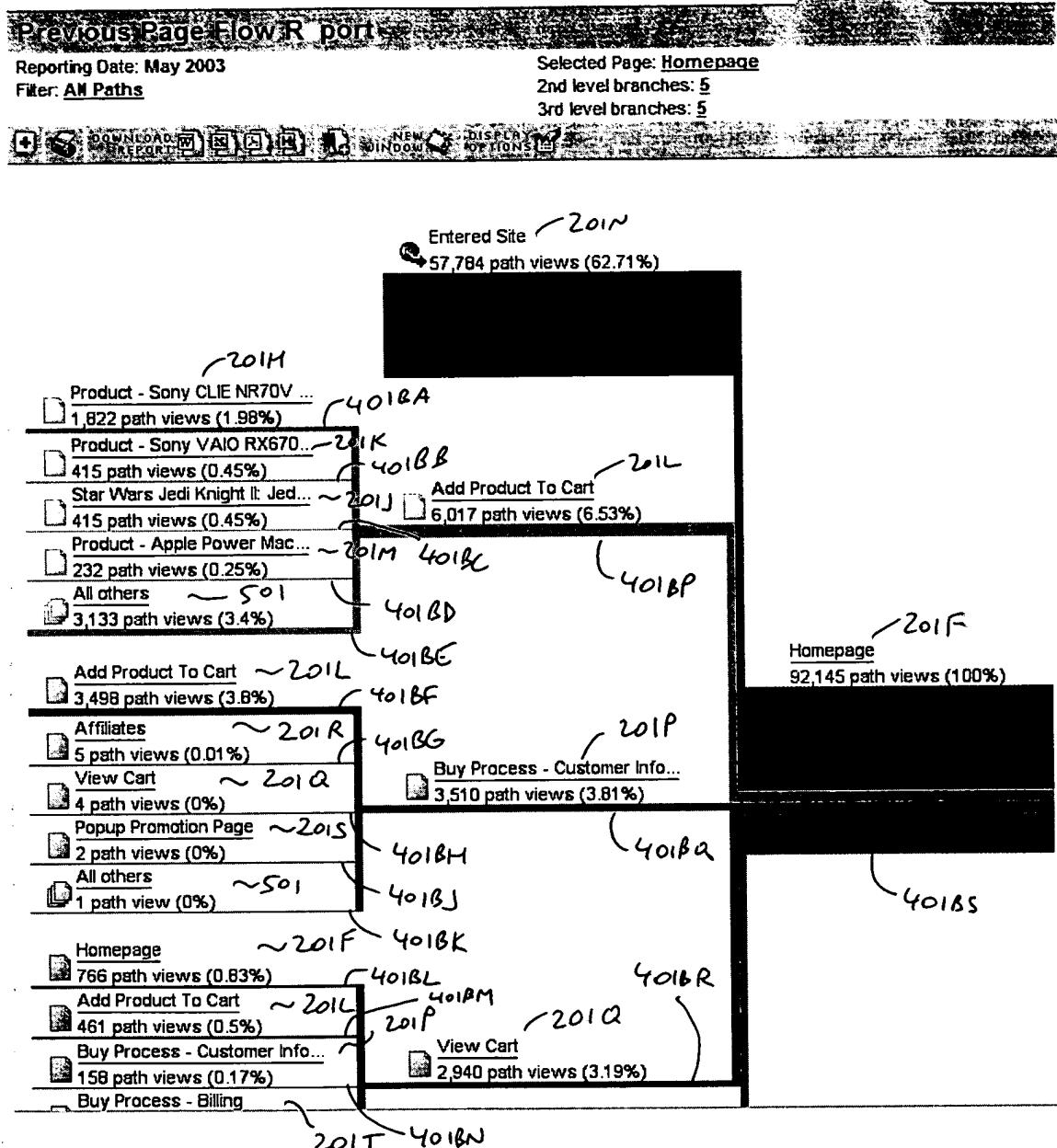
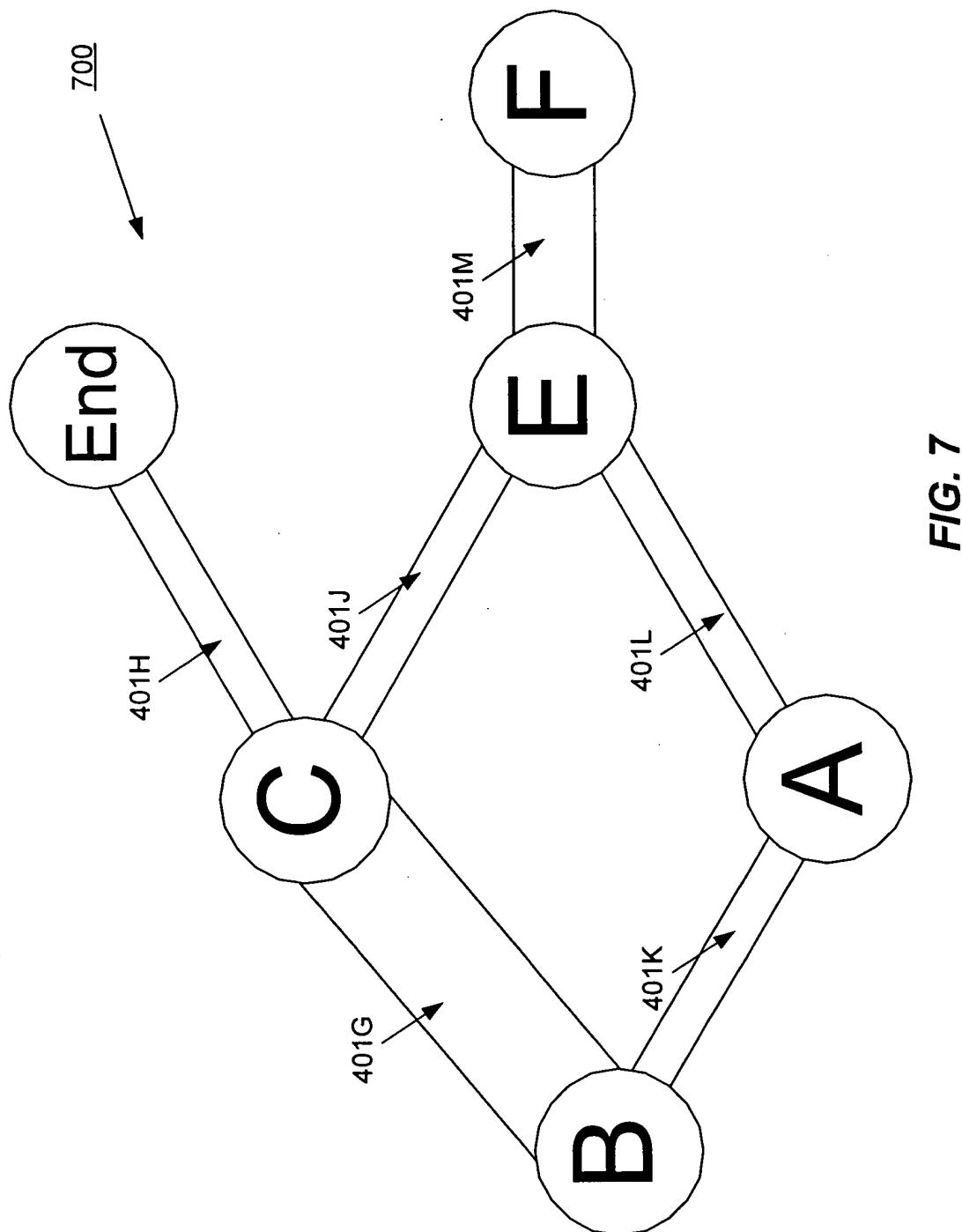


FIG. 5



7  
600

FIG. 6



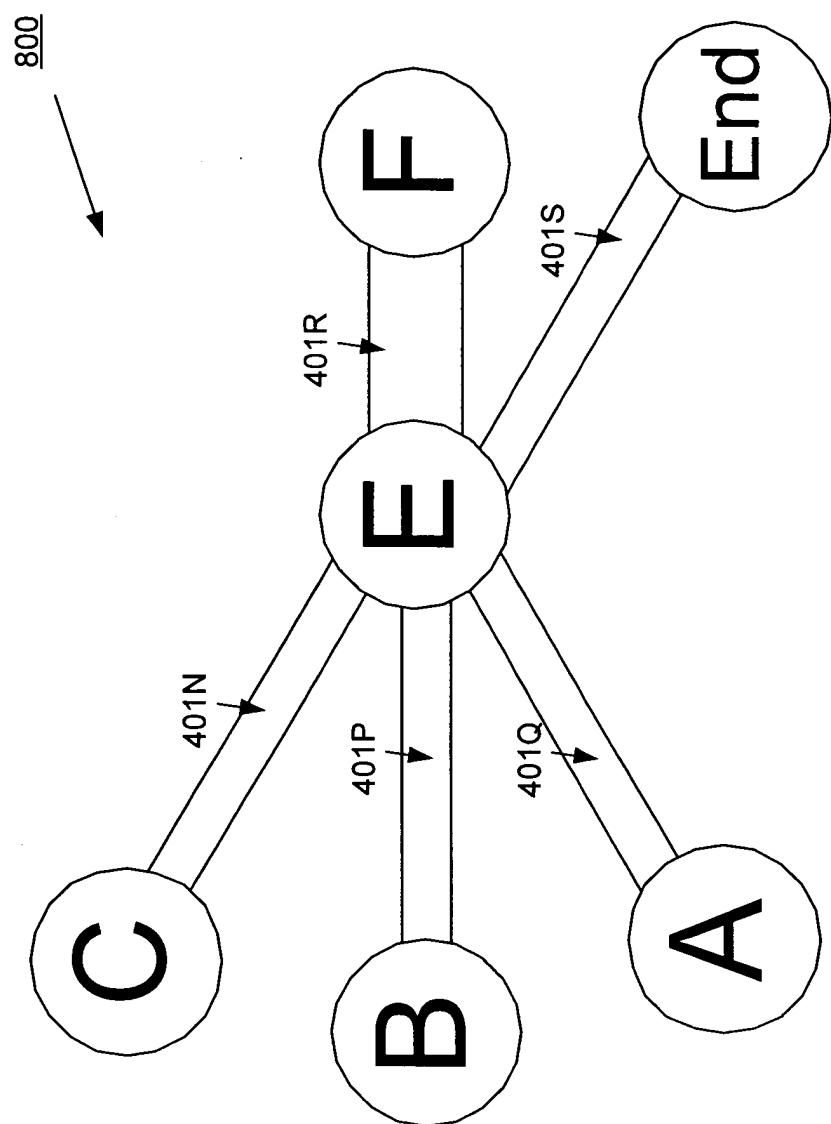


FIG. 8

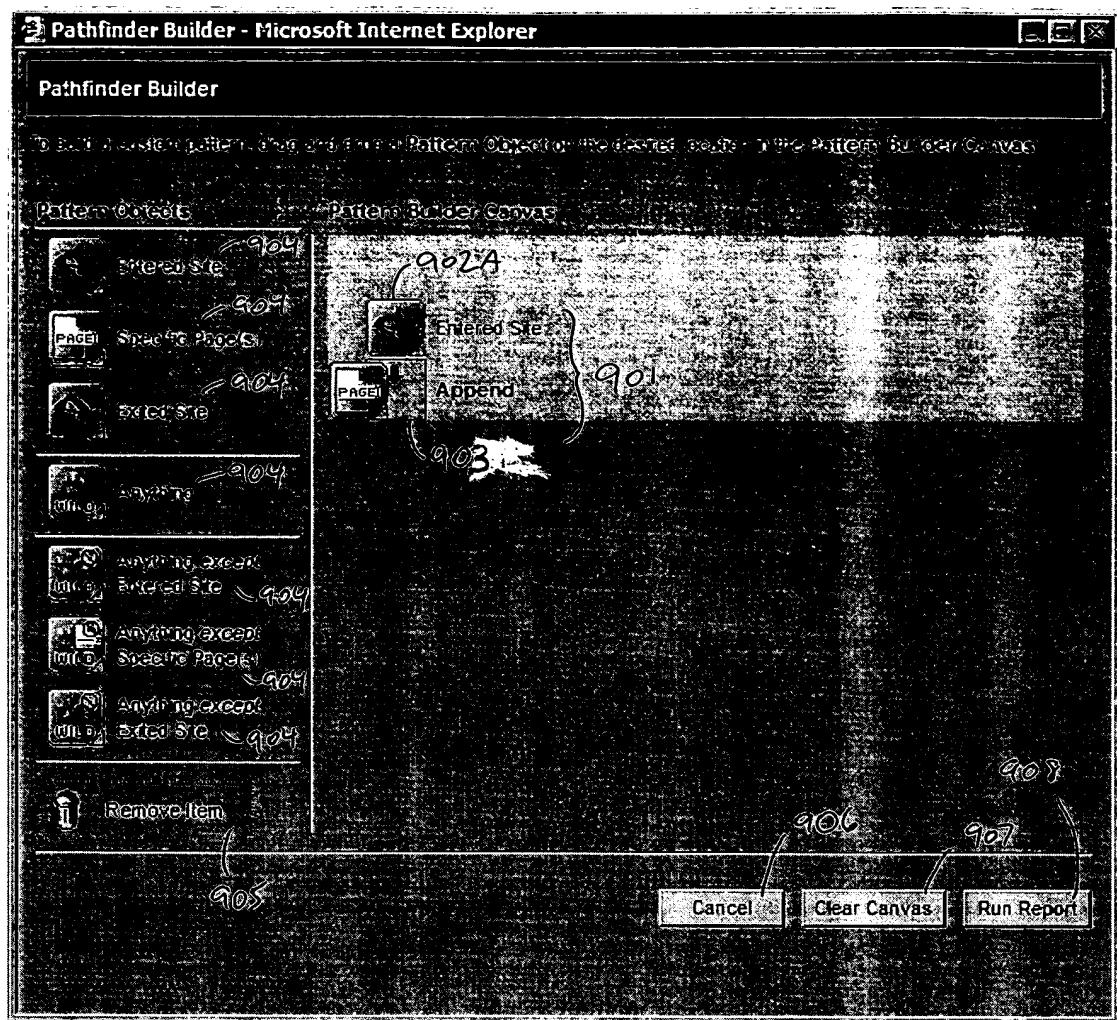


FIG. 9A

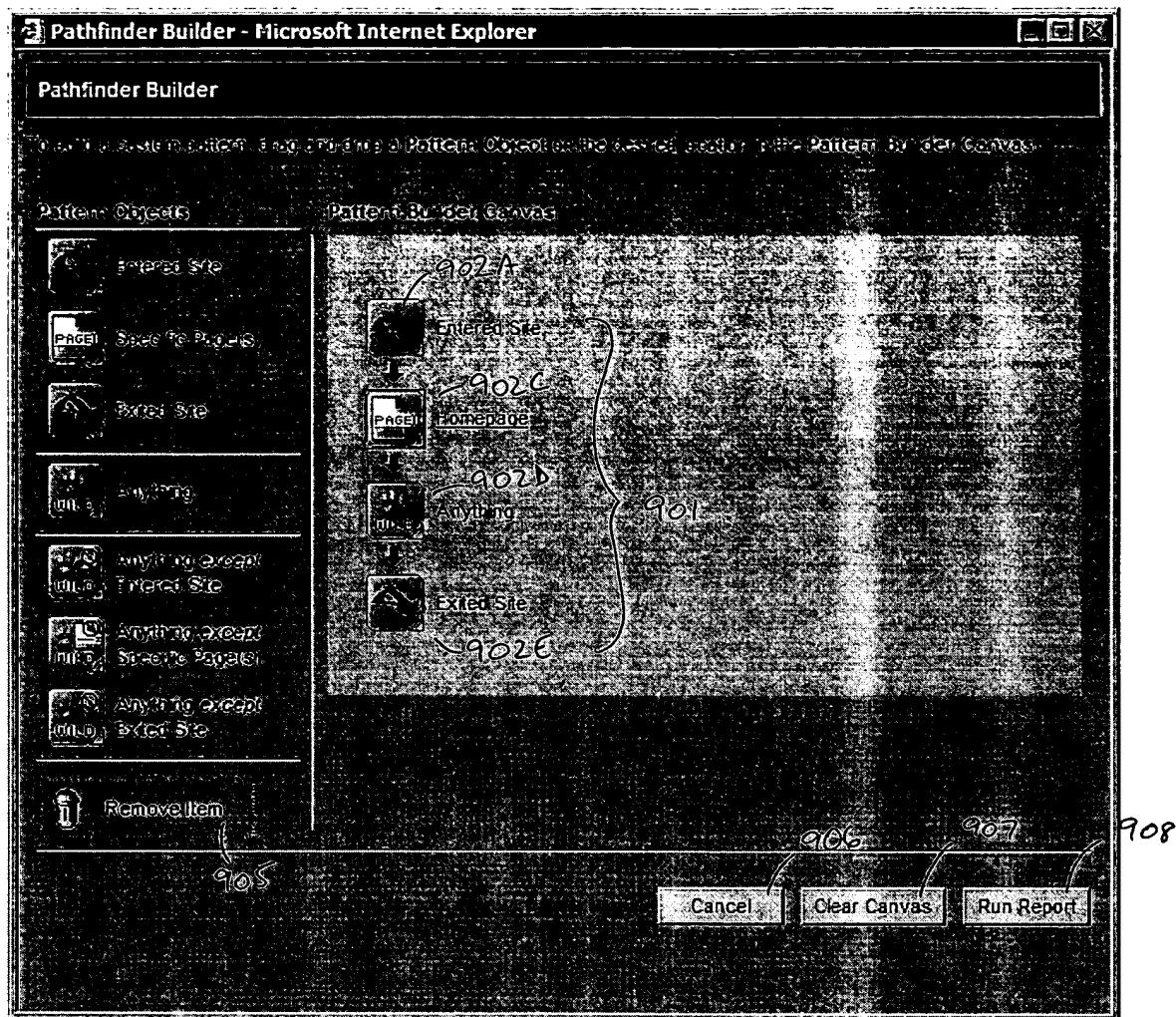


FIG. 9B

900

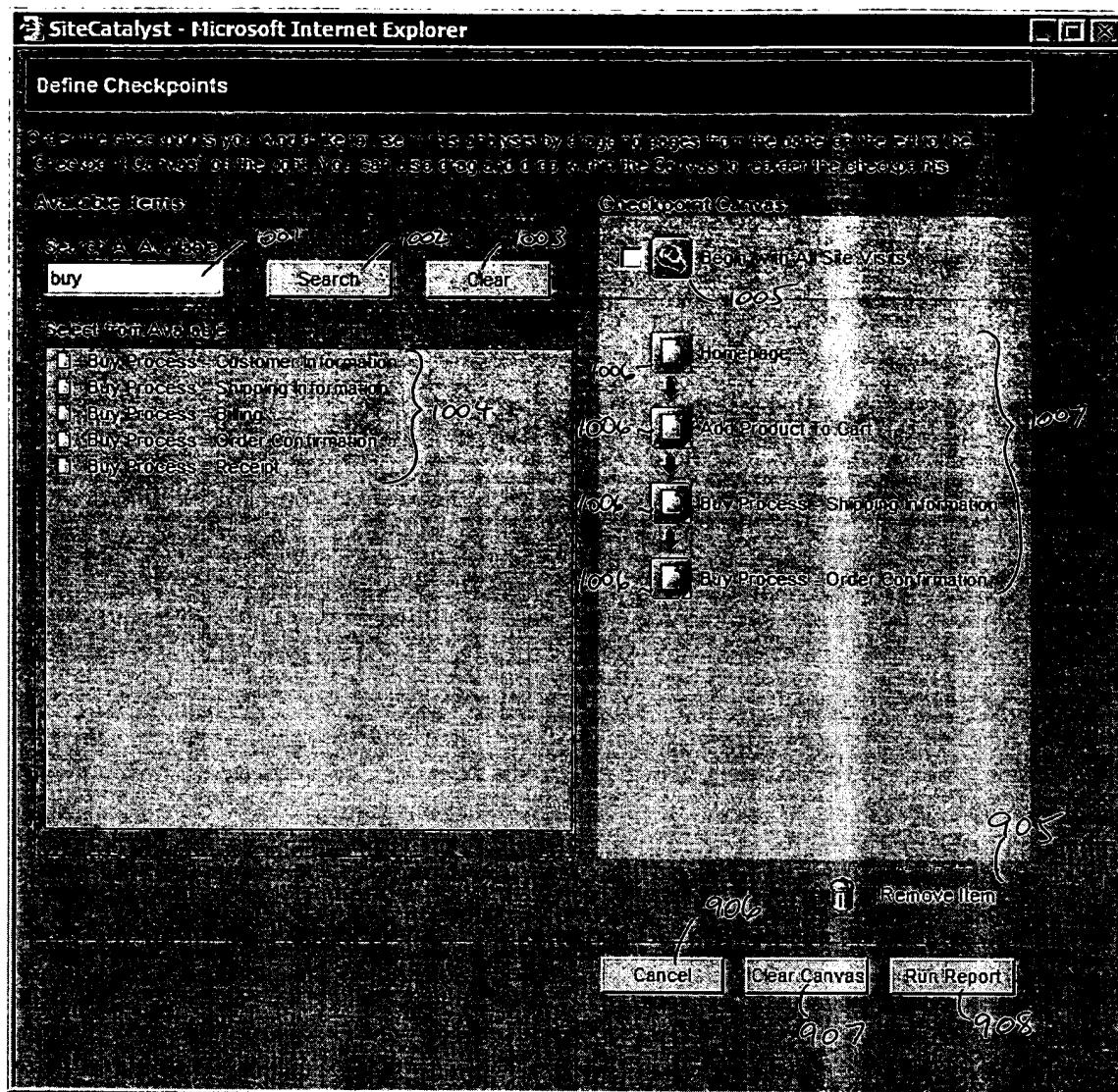
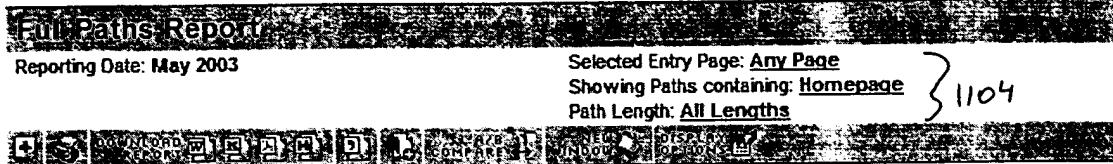
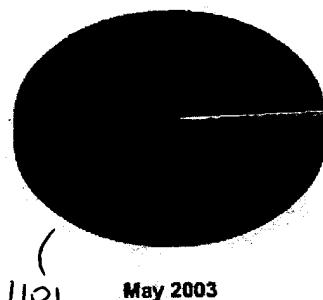


FIG. 10



Graph



Site Paths

- 20.6% Path 1
- 1.3% Path 2
- 1.1% Path 3
- 1.0% Path 4
- 1.0% Path 5
- 60.9% All Other Site Paths

1103

Graph Generated by SiteCatalyst at 12:06 AM WEDT, 4 Jun 2003

Details

Site Path	Visits	Search %	%
1. Entered Site ↳ Homepage ↳ Exited Site	15,207	24.0%	20.6%
2. Entered Site ↳ Homepage ↳ Star Wars Jedi Knight II: Jedi Outcast ↳ Exited Site	990	1.6%	1.3%
3. Entered Site ↳ Homepage ↳ Product - Sony CLIE NR70V Handheld ↳ Add Product To Cart ↳ Buy Process - Customer Information ↳ Buy Process - Shipping Information ↳ Exited Site	840	1.3%	1.1%
4. Entered Site ↳ Homepage ↳ Star Wars Jedi Knight II: Jedi Outcast ↳ Add Product To Cart	742	1.2%	1.0%

1102

1100  
↑

FIG. 11

Next Page Report

Reporting Date: May 2003

Selected Page: Homepage

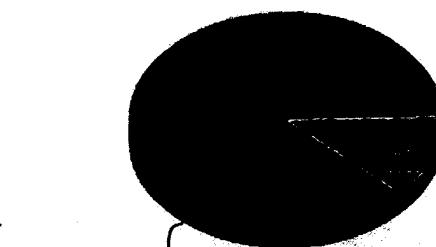
Search:

GO | advanced

- 104



Graph



Next Pages

- 24.6% Exited Site
- 12.5% Product - Sony CLIE NR70V Handhe...
- 10.0% Star Wars Jedi Knight II: Jedi Outcast
- 5.0% Product - Sony VAIO RX670 Minitow...
- 2.6% Product - Logitech Cordless MouseM...
- 45.2% All Other Next Pages

{ 1103 }

Graph Generated by SiteCatalyst at 12:07 AM WEDT, 4 Jun 2003

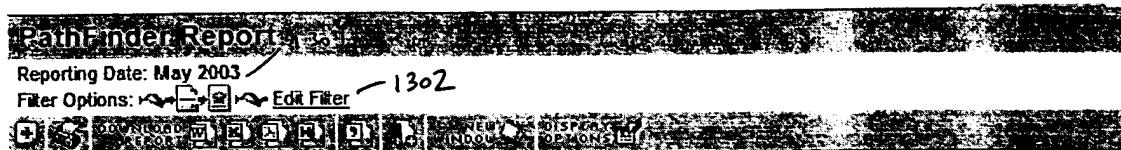
Details

Next Page	Instances	%
1. Exited Site	22,706	24.6%
2. Product - Sony CLIE NR70V Handheld	11,485	12.5%
3. Star Wars Jedi Knight II: Jedi Outcast	9,237	10.0%
4. Product - Sony VAIO RX670 Minitower	4,651	5.0%
5. Product - Logitech Cordless MouseMan Optical	2,379	2.6%
6. Dungeon Siege with T-shirt	2,021	2.2%
7. Product - Microsoft Wheel Mouse Optical	1,891	2.1%
8. Product - Belkin CD Jewel Cases (10 Pack)	1,880	2.0%
9. Product - Fellowes Neato CD/DVD Labeler Kit	1,765	1.9%
10. Product - Logitech WingMan Formula Force Feedback GP Racing Wheel	1,468	1.6%
11. Palm, Inc. Palm m515 Handheld	1,267	1.4%
12. Medal of Honor Frontline by Electronic Arts	1,249	1.4%
13. Popup Promotion Page	1,199	1.3%
14. Flight Simulator 2002 by Microsoft	1,192	1.3%
15. Affiliates	1,110	1.2%
16. View Cart	1,063	1.2%
17. Fuji FinePix Digital Still Camera 1300	1,055	1.1%
18. Command & Conquer: Renegade by Electronic Arts	1,022	1.1%

{ 1102 }

1200

FIG. 12



Graph Generated by SiteCatalyst at 12:09 AM WEDT, 4 Jun 2003

Details

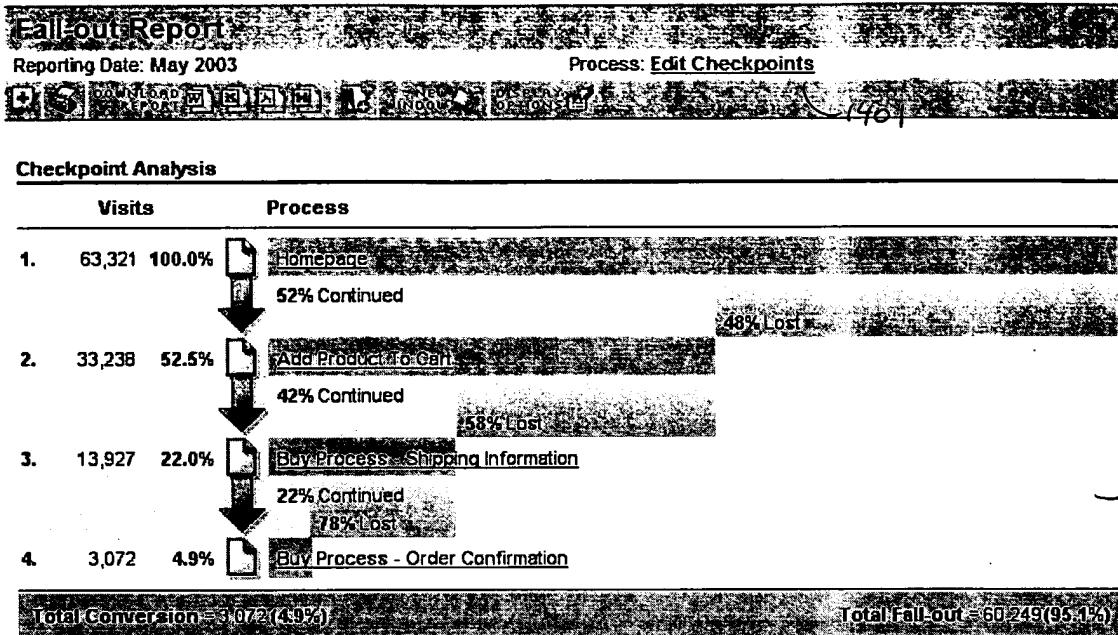
	Site Path	Path Views	Percentage
1.	Entered Site Homepage <a href="#">Star Wars Jedi Knight II: Jedi Outcast</a> Exited Site	990	16.4%
2.	Entered Site Homepage <a href="#">Product - Logitech Cordless MouseMan Optical</a> Exited Site	237	3.9%
3.	Entered Site Homepage <a href="#">Dungeon Siege with T-shirt</a> Exited Site	223	3.7%
4.	Entered Site Homepage <a href="#">Product - Microsoft Wheel Mouse Optical</a> Exited Site	195	3.2%
5.	Entered Site Homepage	189	3.1%

1102

7

FIG. 13

1300



#### Conversion and Fall-out Summary

##### Conversion % Summary

1. Homepage 52%
2. Add Product To Cart 42%
3. Buy Process - Shipping Information 22%
4. Buy Process - Order Confirmation

##### Fall-out % Summary

1. Homepage 48%
2. Add Product To Cart 58%
3. Buy Process - Shipping Information 78%
4. Buy Process - Order Confirmation

Powered by Optimum Path™

Report Generated by SiteCatalyst at 12:11 AM WEDT, 4 Jun 2003

1400

1403

1404

FIG. 14A

Fall-out Report

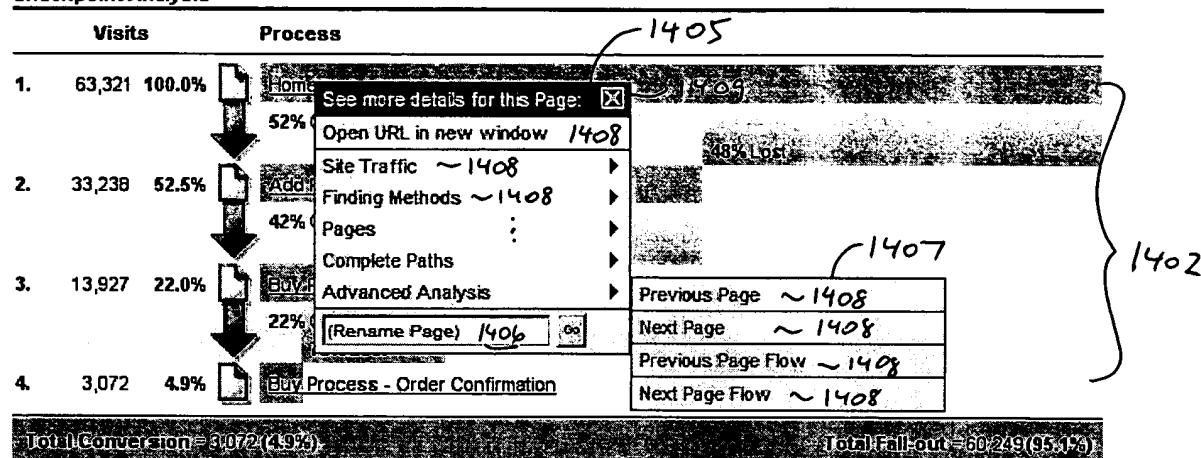
Reporting Date: May 2003 Process: Edit Checkpoints

The screenshot shows a navigation tree with the following structure:

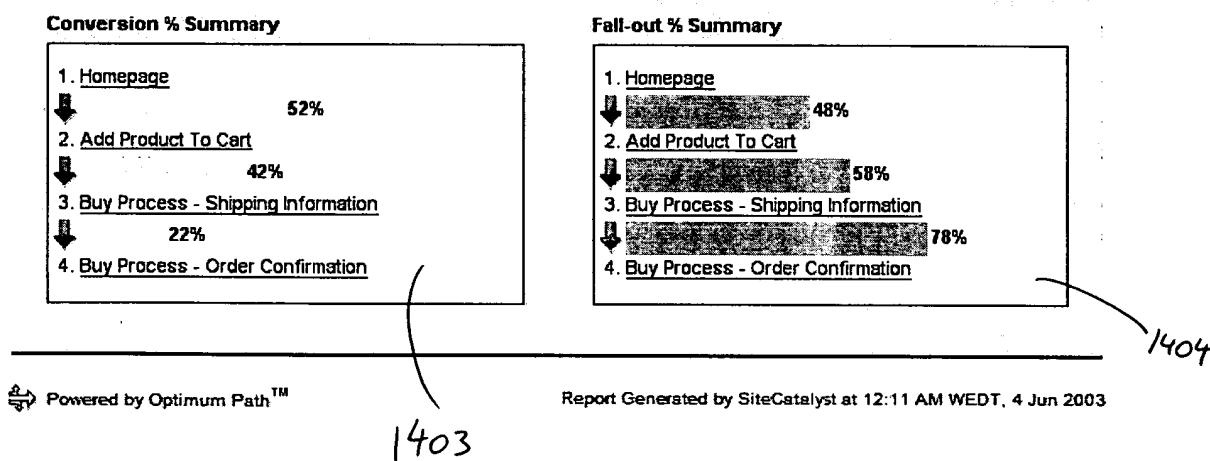
- Home (52%)
  - Open URL in new window 1408
  - Site Traffic ~1408
  - Finding Methods ~1408
  - Pages :
  - Complete Paths
  - Advanced Analysis
  - (Rename Page) 1406
- Add (42%)
  - Buy Process - Shipping Information
  - Buy Process - Order Confirmation
- Buy (22%)
  - Buy Process - Shipping Information
  - Buy Process - Order Confirmation
- Buy Process - Order Confirmation (4.9%)

Total Conversion = 3,072 (4.9%) Total Fall-out = 60,249 (95.1%)

### Checkpoint Analysis



### Conversion and Fall-out Summary



1400

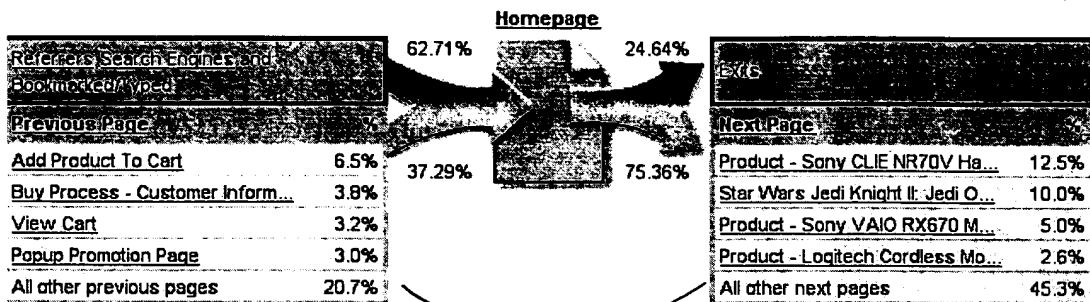
FIG. 14B

**Page Summary Report**

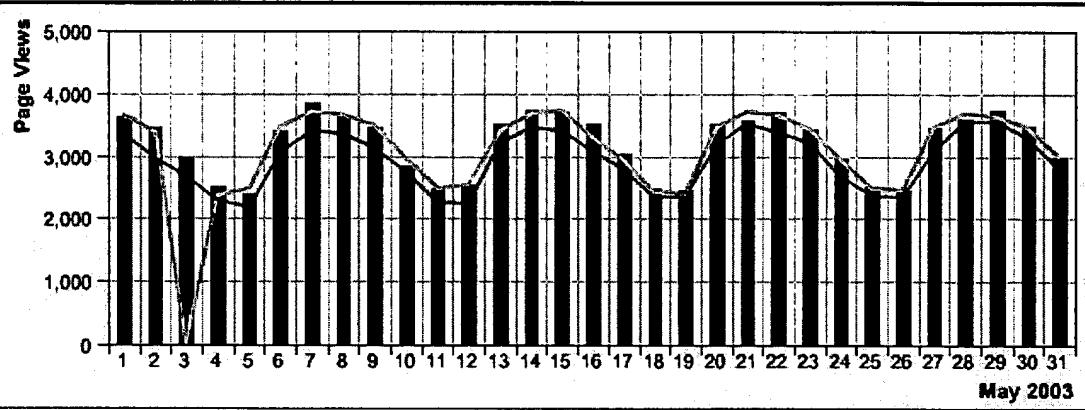
Reporting Date: May 2003      Selected Page: Homepage

[File] [Edit] [View] [New] [Open] [Print] [Save] [Exit]

**Navigation**



**Graph**



**Page Metrics**

- Total Page Views during this reporting period      99,138 Page Views
- Percentage of all page views      27.9%
- Visits where this was an Entry Page      57,784 Visits
- Visits where this was an Exit Page      22,706 Visits

1504

7  
1500  
FIG. 15

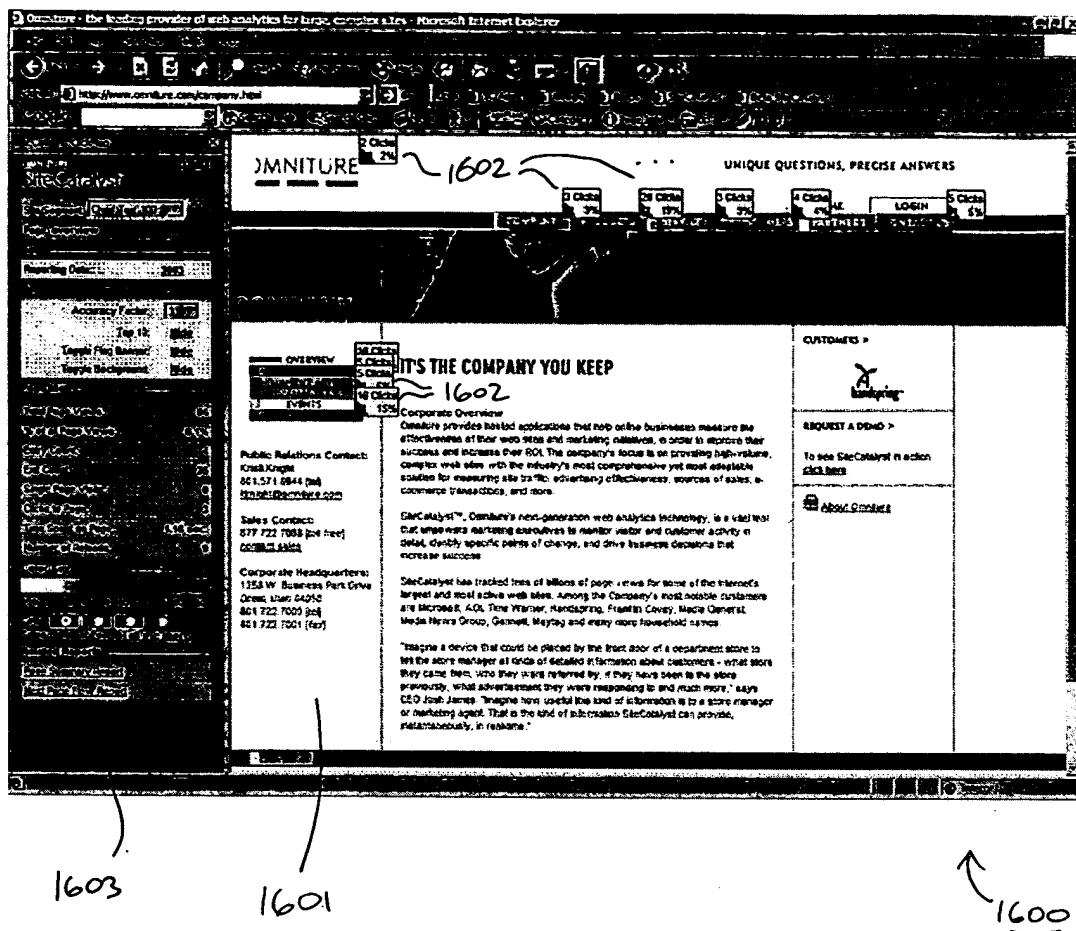


FIG. 16